- Dallas cable system may go on sales block
- Yankees and Braves sign up for 5-year cable coverage
- Debate on cable competition heats up
- PC-based billing systems hit market

CableVision

The news and features weekly of the cable television industry

February 4, 1985

Showtime/The Movie Channel:
Faerie tales can c

CV 000211925 01
J LONG EDITOR
CONGRESSIONAL INFO SERVICE
4520 EAST WEST HIGHWAY
BETHESDA MD 20814

Leading the week 11-26

W-A considers sale of Dallas cable system

Warner Amex Cable is ready to consider proposals from several operators regarding the acquisition of its Dallas system. But the company denies that it has decided to sell the franchise.

Group W system to raise premium rates

Group W plans to capitalize on its recently renegotiated franchise agreement in Santa Ana, Calif., by raising rates and deactivating its second cable in the next few months.

And the winner . . .

A City Council committee was poised late last week to select one of two applicants to Chicago's franchise Area 1.

What cost superstations?

Turner Broadcasting's Atlanta Braves and the New York Yankees will have to pay other Major League Baseball teams millions in compensation fees over the next five years for having their games carried on superstations.

FCC gives C&P the go-ahead

The Federal Communications Commission gives Chesapeake & Potomac Telephone Co. authority to construct and maintain a cable TV system for District Cablevision Inc. in Washington, D.C. However, DCI has not yet signed the franchise agreement, eliciting much speculation and some concern.

25th Annual Texas Show

Cold weather holds down attendance but not spirits as 25th Annual Texas Show opens in San Antonio.

MTS must-carry moved to back burner

Much to the satisfaction of National Cable Television Association President James Mooney, the Federal Communications Commission decides not to require cable systems to retransmit multichannel TV sound any time in the near future. Concurrently, the commission decides to lump must-carry for program-related teletext in with its consideration of must-carry for MTS.

TCI poised for big push

Tele-Communications Inc. is set to follow up the 1984 "Cable Is Choice TV" advertising theme with a multimillion dollar 1985 campaign slated to run simultaneously in nine TCI regions. The company says there will be an added emphasis on attracting non-subscribers and pushing upgrades and remote control rentals.

CCI set for ad blitz

As part of its plans for a seven-week advertising blitz in mid-February, Council for Cable Information reports that it expects to reach more than 86 million adults with the help of the ABC and CBS television networks, along with eight major radio networks and at least nine basic cable networks.

EventTeleVision branches out

EventTeleVision, the pay-per-view joint venture between Group W Cable, Warner Amex Cable, American Television and Communications, Tele-Communications Inc. and Caesars World Productions, will offer monthly events in 1985, beefing up its programming to include movies, concerts, sports specials and informational programming in addition to its past focus on blockbuster fights.

Keleher assumes ITCI post

Patrick Keleher, executive vice president/group publisher of Billboard Publications Inc., steps in as president and chief executive officer of International Thomson Communications Inc., publisher of *CableVision* magazine. He succeeds Thomas Corcoran, who resumes his full-time role as president and CEO of the Industrial Group of International Thomson Business Press.

United plans PPV test

In order to test the effectiveness of two-way cable plant versus one-way as well as the revenue potential of certain films, United Cable plans to launch in April a pay-per-view experiment.

Features

Showtime's highly acclaimed 'Brothers' series

A closer look at Showtime/TMC

Despite programming parallels with Home Box Office drawn by some observers, Showtime/The Movie Channel Chairman and CEO Neil Austrian and others believe that some original programming and carefully orchestrated marketing campaigns are responsible for a more distinctive image and have energized the pay service's drive for increased billing. Cecilia Capuzzi provides the details. See pages 28-32.

Computerized billing for the small operator

Personal computers spell relief from the manual billing blues of smaller systems. *CableVision* looks at six companies offering a wide variety of computerized billing systems especially for the needs of the small operator. See pages 34-36.

Review 27

With MTV Networks' new music video service, VH-1, off and running, Reviewer Robert DiMatteo gives an optimistic appraisal of its chances for success. DiMatteo takes a close look at the programming fare of VH-1 as well as its VJs and "*People*ish" approach to tracking music industry developments.

Departments

Programming.....27
Business.....37
Stock Market.....38
Product News.....39
Events.....40
People.....41
Classifieds.....42
Advertisers' Index.....47
Cable Stats.....48

Film product comparison—February

Film	Pay Networks				Distributor
Adventures of Marco Polo, The		ST		MAX	S. Goldwyn
Adventures of Young Robinhood			HTN		Satori
Airplane II: The Sequel	(HBO)	ST			Paramount
Alligator				MAX*	C. Signal
All Night Long			TMC		Universal
Amazing Mr. Blunden, The		ST			M. Klein
Angel			MAX		New World
Anna to the Infinite Power		ST*	(HTN)		Film Gallery
Ask Any Girl		ST			MGM
Avanti!			TMC		MGM/UA
Back in the U.S.A.			TMC*		Film Gallery
Bad Boys	HBO*			(MAX)	AFD/EMI
Ball of Fire				MAX	S. Goldwyn
Beastmaster		(ST)	(TMC)	(HTN) MAX	MGM/UA
Beau Brummel		ST			MGM/UA
Bells			TMC		The Movie Store
Bells Are Ringing			TMC		MGM/UA
Betrayal	HBO*				20th Century-Fox
Beyond the Forest		ST			Warner Bros.
Big Brawl, The		ST*			Warner Bros.
Big Chill, The	(HBO)			MAX*	Columbia
Black Stallion Returns, The	(HBO)	ST*			MGM/UA
Blame It On Rio	HBO	ST	TMC		20th Century-Fox
Borsalino			TMC*		Paramount
Brady's Escape			TMC	HTN	Satori
Brass Ring		ST		HTN	20th Century-Fox
Breathless	(HBO)			MAX*	Orion
Buddy System, The	HBO		TMC	HTN	20th Century-Fox
Catherine and Co.			TMC		Film Gallery
Challenge To Be Free				MAX	Simcom
C.H.O.M.P.S.	HBO			(MAX)	Orion
Circle of Power		ST			Interfilm
Clash of the Titans		ST			MGM/UA
Cold Feet			TMC*	(MAX)	Film Gallery
Cold Wind In August		ST			United Artists
Coma			TMC*		MGM/UA
Crackers	HBO	ST		HTN	Film Gallery
Curtains				MAX	Simcom
Cujo	(HBO)	ST		MAX	Warner Bros.
Damien: Omen II	(HBO)	ST			20th Century-Fox
Day They Robbed the Bank of England, The		ST			MGM
D.C. Cab	HBO	ST	TMC	MAX	Universal
Deadly Eyes			TMC		Warner Bros.
Deadly Force				MAX	Embassy
Doctors and Nurses			TMC		Satori
Dracula		ST	(TMC)	MAX	Universal
Dr. Detroit	HBO	(ST)	(TMC)		Universal
Dressed to Kill		(ST)	TMC*		Orion

Film	Pay Networks				Distributor
Dusty		ST	(TMC)		Castle Hill
Eddie Macon's Run	(HBO)	(ST)	TMC*	(HTN) MAX	Universal
Educating Rita	(HBO)		TMC*	(HTN) MAX*	Columbia
Embryo			TMC		Viacom
Enchanted Journey				HTN	Wrightwood
Entity, The	HBO*		TMC		Universal
Escape From New York	HBO			(MAX)	Embassy
Executioner's Song, The			TMC*		Viacom
Family Upside Down				(HTN) MAX	Columbia
Fat Chance				HTN	20th Century-Fox
Finnegan Begin Again	HBO				Consolidated Productions
Fiona		ST		MAX	Multi-National
First Blood	(HBO)			MAX	Anabasis
Fitzcarraldo			TMC*		Viacom
Flashdance		(ST)	TMC		Paramount
48 Hours	HBO	(ST)	TMC*		Paramount
Frances				MAX	AFD/EMI
Frankenstein		ST			Showtime
Friendly Persuasion				MAX*	Lorimar
Funny Lady		ST	(TMC)	(HTN) (MAX)	Columbia
Give a Girl a Break		ST			MGM
Grand Baby	HBO				Rainbow TV Works
Great Sinner, The		ST			MGM/UA
Hammett	HBO		(TMC)	(HTN)	Warner Bros.
Hans Christian Andersen		(ST)		MAX	S. Goldwyn
Happy Birthday To Me				MAX*	Columbia
Hasty Heart		ST			Showtime
Heart Like a Wheel	(HBO)		(TMC)	HTN	20th Century-Fox
Hero Ain't Nothin' But A Sandwich				MAX	UPA
High Noon II			TMC		Viacom
High Road to China	HBO*			(HTN) (MAX)	Galaxy Films
Home Movies			TMC*		Scott Moger
House of God			TMC*		MGM/UA
I Am the Cheese		(ST)	TMC		Almi
Invitations to the Wedding				HTN	K-Pay
It's Showtime			TMC		MGM/UA
Jaws of Satan		ST*			MGM/UA
Joysticks		ST			Simcom
Keeper, The		ST			Paramount
Kidco	HBO				20th Century-Fox
King Kong			TMC*	(HTN)	MGM/UA
King of Hearts			TMC		MGM/UA
La Cage Aux Folles			TMC		MGM/UA
La Cage Aux Folles II			TMC		MGM/UA
Lady In Red			TMC*	(MAX)	Viacom
Lassiter	HBO	ST	TMC	MAX	Warner Bros.
Last Flight, The		ST			Best Films
Last Holiday				MAX	Janus
Legend of the Bayou		ST*			Blum
Little Darlings			TMC	MAX	Paramount
Lonely Guy, The	HBO				Universal

Richard Pryor and Christopher Reeve star in 'Superman III.'

Film	Pay Networks					Distributor
Lone Wolf McQuade	(HBO)				MAX*	Orion
Man Who Loved Women, The	(HBO)				MAX*	Columbia
Mausoleum		ST				Blum
Max Dugan Returns		ST		HTN*		20th Century-Fox
Metalstorm: The Destruction	HBO		TMC	HTN		Universal
Mike's Murder	HBO					Warner Bros.
Mixed Company			TMC			MGM/UA
Mother Lode					MAX	Atlantic
Mountain Family Robinson					MAX	Simcom
Mr. Mom	(HBO)	ST*				20th Century-Fox
Mr. Bodyguard		(ST)	(TMC)		MAX	Primetime
My Favorite Year	(HBO)		(TMC)		MAX	MGM/UA
My Tutor	(HBO)	ST			(MAX)	Universal
Nana		(ST)	TMC		(MAX)	Viacom
Never Say Never Again	(HBO)	(ST)	(TMC)	(HTN)	MAX*	Warner Bros.
Night Full of Rain			TMC			Warner Bros.
Nightmares	(HBO)	(ST)	(TMC)		MAX	Universal
Night of the Shooting Stars, The					MAX	Warner Bros.
North Dallas Forty	(HBO)	ST*	(TMC)			Paramount
Now and Forever		ST			MAX	Universal
Of Unknown Origin	(HBO)		TMC*			Warner Bros.
Omen, The	(HBO)	ST*				20th Century-Fox
Orca, The Killer Whale	(HBO)		(TMC)	HTN		Paramount
Outsiders, The	(HBO)	ST*	(TMC)	HTN		Warner Bros.
Percy		ST				Viacom
Psycho II	HBO		(TMC)		(MAX)	Universal
Pulp			TMC			MGM/UA
Purple Haze			TMC*		MAX	Columbia
Railway Children			TMC			Viacom
Rattle of a Simple Man					MAX	Janus
Return of a Man Called Horse		(ST)	TMC			MGM/UA
Return of the King		ST				Telepictures
Riddle of the Sands				HTN		Satori
Savage Harvest					MAX	S. Harvest
Savannah Smiles	(HBO)	(ST)		HTN*	(MAX)	Embassy
Say Amen, Somebody					MAX	F. Gallery
Scarface	(HBO)	(ST)	TMC*		(MAX)	Universal
Second Thoughts	HBO			(HTN)	(MAX)	AFD/EMI
Seems Like Old Times		ST*			(MAX)	Columbia
Sensuous Nurse					MAX	C. Hill
Singing Princess		ST				Best Films
Slapstick			TMC			The Movie Store
Slayground					MAX	AFD/EMI
Smilin' Through		ST				MGM
Somewhere In Time		ST	TMC*	(HTN)		Universal
South Pacific	HBO		(TMC)		(MAX)	S. Goldwyn
Spaceship			TMC			Aimi
Spasms		ST				Andrews and Assoc.
Starstruck		(ST)	TMC			Film Gallery
Stay Hungry			TMC			MGM/UA
Stella Dallas					MAX	S. Goldwyn
Sting II, The			(TMC)	(HTN)	MAX	Universal
Strange Brew			TMC			MGM/UA
Strange Invaders				(HTN)	MAX	Orion
Summer School Teachers					MAX	Viacom
Superman III	(HBO)	ST*	TMC*	(HTN)	MAX*	Warner Bros.
Survivors, The			TMC		(MAX)	Columbia
Tale of Four Wishes		ST				COE Films
Tender Mercies	(HBO)			HTN*		Universal
10 to Midnight	(HBO)	(ST)	TMC		MAX*	Viacom
Terms of Endearment		ST				Paramount
There's No Sex Like Snow Sex					MAX	Satori
Things In Their Season					MAX	Viacom
Time Rider	HBO				(MAX)	Simcom
Tom Sawyer		ST	(TMC)			MGM
Tootsie	(HBO)				MAX*	Columbia
Tough Enough	HBO	(ST)	TMC*	HTN		20th Century-Fox
Treasure of Alpheus T. Winterborn		ST				COE Films
Trial by Error			TMC			Atlantic
Trouble With Girls, The			TMC*	HTN		MGM
Two of a Kind	HBO	(ST)	(TMC)	(HTN)		20th Century-Fox
Uncommon Valor		(ST)	TMC			Paramount
Under Fire					MAX	Orion
Up In Arms					MAX	S. Goldwyn
Valley Girl	(HBO)	(ST)	TMC		(MAX)	Atlantic
Vigilante			TMC			FAW
Wargames	HBO*	(ST)	(TMC)	(HTN)	(MAX)	MGM/UA
Watership Down					MAX	Behrer
Wavelength			(TMC)		MAX	New World
Welcome to L.A.			TMC			MGM/UA
Westerner, The			TMC		MAX	S. Goldwyn
When a Stranger Calls			TMC			Viacom
Without A Trace	(HBO)	(ST)	TMC			20th Century-Fox
Wonderman		ST				Goldwyn
Wonder Of It All	HBO					Simcom
Woodplum	HBO					ODEC
Wuthering Heights		(ST)	TMC			Goldwyn
Year of the Gentle Tiger	HBO					TLF
Yentl	HBO	ST	TMC	HTN	MAX	MGM/UA
You Light Up My Life			TMC	(HTN)	MAX	Columbia
Young Landlords		ST				Rainbow
Zelig	(HBO)	ST*	(TMC)			Warner Bros.
Zenabel		ST*				Tri-Star

Cable Network Legend:

HBO - Home Box Office
ST - Showtime
TMC - The Movie Channel
HTN - Home Theater Network
MAX - Cinemax

- Networks in parentheses indicate carriage in September, October, November, December, January and/or February.
- An asterisk indicates the film is a carry-over from September, October, November, December, January and/or February.
- In total, 192 films appear on the February schedules of Home Box Office, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles, during the last six months, five films have played on all five services, 13 films have played on four of the five services, 25 films have played on three services and 47 on two services. One hundred and two were unduplicated.
- The motion picture distributor with the most titles on pay TV this month is MGM/UA with 29, followed by Universal with 16 and 20th Century-Fox and Warner Bros. with 14.

Top 20 systems

Rank	Location	Operator	Basic subs	
1.	San Diego, CA	Cox Cable	251,263	(11/84)
2.	Woodbury (Long Island), NY	Cablevision Systems	235,000	(10/84)
3.	San Antonio, TX	Rogers Cablesystems	200,459	(10/84)
4.	Manhattan, NY	ATC	187,900	(12/83)
5.	Houston, TX	Warner Amex Cable	180,000	(10/84)
6.	Florida Division	ATC	179,800	(12/83)
7.	East Orange, NJ	MacLean Hunter	166,923	(10/84)
8.	Wayne, NJ	UA Cablesystems	134,000	(11/84)
9.	Cincinnati, OH	Warner Amex Cable	126,000	(10/84)
10.	Englewood, CO	United Cable	125,000	(12/84)
11.	Tulsa, OK	United Cable	117,679	(10/84)
12.	Audubon, NJ	Independent	117,591	(10/84)
13.	Atlanta, GA	Prime Cable	117,453	(11/84)
14.	Baltimore County, MD	Comcast	112,000	(10/84)
15.	Tidewater (Norfolk), VA	Cox Cable	110,717	(11/84)
16.	Erie County, NY	Prime Cable	109,970	(11/84)
17.	Rochester, NY	ATC	108,600	(12/83)
18.	San Jose, CA	Gill Industries	106,000	(11/84)
19.	Jacksonville, FL	Continental	100,820	(10/84)
20.	Austin, TX	ATC	98,900	(12/83)

Source: Subscriber counts are provided by MSOs and individual systems to International Thomson Communications Inc.

Top 20 MSOs

Rank	Multiple system operator	Basic subs	
*1.	Tele-Communications	3,300,000	(10/84)
2.	American Television and Communications Corp.	2,400,000	(12/83)
3.	Group W Cable	2,013,000	(10/84)
4.	Cox Cable Communications	1,540,533	(10/84)
5.	Storer Cable Communications	1,459,000	(10/84)
6.	Warner Amex Cable Communications	1,191,000	(1/85)
7.	Times Mirror Cable Television	993,789	(11/84)
8.	Continental Cablevision	939,000	(10/84)
9.	Newhouse Broadcasting	873,196	(11/84)
10.	Viacom Cablevision	785,000	(10/84)
11.	UA Cablesystems Corp.	694,225	(11/84)
12.	United Cable Television	679,572	(10/84)
13.	Sammons Communications	649,000	(11/84)
14.	Rogers Cablesystems	588,604	(10/84)
15.	Cablevision Systems Development	560,000	(10/84)
16.	Comcast Cable Communications	472,512	(11/84)
17.	Heritage Communications	433,748	(10/84)
18.	Telecable Corp.	427,885	(11/84)
19.	Jones Intercable	406,401	(10/84)
20.	Capital Cities	385,000	(11/84)

Source: Subscriber counts are provided by MSOs to International Thomson Communications Inc.
*Figure does not include Tele-Media acquisition; last reported basic subscriber count for Tele-Media was 277,450 (12/83).